



# Tyler Lawson

Portfolio

<https://tylerlaws.com>



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Hamburg NY



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## EDUCATION

### SUNY Buffalo State University

Bachelors in Art & Design, Major in Graphic Design (SP26)

## SKILLS

### Software

- Blender
- Illustrator
- Photoshop
- InDesign
- Figma
- OrcaSlicer
- WordPress
- Godot
- Premiere Pro
- HTML/CSS
- DaVinci Resolve
- After Effects

### Design & Creation

- Animation
- 3D Modeling
- Graphic Design
- Illustration
- Sketching
- Storyboarding
- Painting
- Post Production
- Packaging
- Writing
- Woodworking & shop tools
- 3D Printing

### Strengths

- Creativity
- Flexibility
- Communication
- Perseverance

## WORK EXPERIENCE

### Freelance Media Designer

Hamburg, NY | 2018–Present

- Designed branding, motion graphics, and promotional materials that enhances clients brand identity
- Managed multiple projects and deadlines at a time ensuring all projects meet expectations
- Collaborated directly with customers to bring their vision alive through tailored design solutions

### LawnimationSale (ETSY)

2023–Present

- Designed and sold original many different items & apparel online with specific markets / audiences
- Handled branding and marketing for the products including hats, shirts, and backpacks
- Provided customers a 5-star customer service experience

### Lead Animator (Buffalo Bisons)

Buffalo, NY | 2026–Present

- Demonstrated ability to deliver quality work quickly, Having a great eye for detail and a very creative mind. Working with and delivering projects for sponsored work.  
“I have loved the ideas that he has brought forward thus far. It’s been great to allow him creative freedom to explore ideas that he has that can be used to promote the Buffalo Bisons.”~Professional supervisor
- Demonstrated flexibility by adapting quickly to changing priorities or urgent requests from supervisors

## RELEVANT PROJECT EXPERIENCE

### Escapism: An Animated Short Film

Skills: Blender, Animation, DaVinci Resolve, Adobe Illustrator, Photoshop, InDesign, Event Planning & Marketing, Storyboarding

- 3:20 fully 3D animated short film created in Blender, exploring themes of labor, expectation, and reward through a protagonist completing repetitive tasks within a surreal digital reality.
- Demonstrates advanced Blender techniques in modeling, texturing, lighting, and rendering as part of a culminating academic project.

### Watkins Glen x Buffalo Bisons | “6 Hours of the Glen” Sahlens Field Animation

Skills: Blender, Animation, DaVinci Resolve, Adobe Illustrator, Photoshop, After Effects, Procreate

- Designed and rigged five original character models inspired by established Buffalo Bisons mascots
- Developed storyboards and fully animated sequences, including set construction and dynamic staging
- Utilized mixed media techniques to craft immersive settings and convey tone throughout the animation.
- Directed an additional designer, providing creative guidance, and ensuring cohesive project execution.